

# National language and national media: Problems of popularization and development

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## Abstract

© 2019, Universidad del Zulia. All rights reserved. The article aims to investigate the problems of popularization and development of national language and national media via the quantitative analysis of the Tatar-speaking mass media on the territory of Russia and the Republic of Tatarstan. As a result, the tasks of Tatar language promotion and development are solved through the creation and the development of a balanced system of national media. In conclusion, this system is based on the principles of the national rhetorical ideal consideration, the key psycho-mental characteristics of the ethnos, speech means, presenting the national axiology and the features of national culture presentation.

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## Keywords

National language, National media, Speech

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